

Quarter of a Million Dollars' Worth of Fresh, New, Seasonable Merchandise Marked at Reductions of One-Third to One-Half Below Regular Low Prices.

MAIN. ELM & MIDDLE STS.

Prosperity has come in unmeasured degree to Bridgeport, to Connecticut, and to this whole country. The new year gives definite and assured promise of greater things than has ever been accomplished heretofore. We welcome this era of prosperity with a

merchandising event of vast importance—a sale of such magnitude as Bridgeport has never before known-with an Economy Trade Carnival that presents to customers the most remarkable opportunities and advantages for buying, and enables us to prepare for the full tide of prosperous business during the coming year.

This ECONOMY TRADE CARNIVAL is the result of many months of careful planning-of diligent and successful search of markets for merchandise of the best kind -of the most wonderful values which will signalize this event. Every one of our fifty

departments will participate—and none will be found wanting. Articles of beauty, comfort and utility are offered at prices so low that they cannot fail to be attractive to all. This ECONOMY TRADE CARNIVAL is the one and best of all mediums for keeping the new store new—the initial stride with which we advance into 1916 — the best of all guarantees of what this great and progressive business will mean to our customers during the coming year.

IT BEGINS TO-MORROW MORNING-AT NINE IN THE MORNING

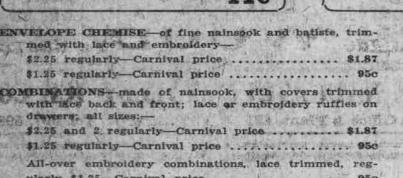
Dainty Undermuslins in the Economy Trade Carnival

Batiste and Nainsook Corset Covers, Regularly 25cnomy Trade Carnival price 19c

Children's Muslim Drawers, DISTERNA to 12 years, onomy Trade Carnival price

Muslin and Nainsook Petticoats, Regularly \$1.00 Economy Trade Carnival price 67c

nainsook, regularly 29c and 25c, Economy Trade Carnival price 22C



ularly \$1,25—Carnival price 95c

Carnival Topliners in **Domestics, Beddings & Linens** This Great Carnival contains nothing more attractive

than these remarkable offerings. Read them carefully every

neat figures, per yard

Full Standard American Prints, light grounds,

Genuine Ripplettes, in nest stripes, pink, 10c blue and greys, per yard New Scotch Plaid Ginghams, 27 inch, fast colors, per yard Fancy stripe Outing Flannels, 27 inch, heavy-8c weight, per yard Shepherd Checks, 36 inch, in black and white, 121/2 three sizes, per yard ,....... Kitty and Juvenile Cloth for children's wear, 32 inch, per yard Colored Bordered Curtain Scrim, 22 inch, also neat patterns, per yard Bordered Bleached Crash, per yard 50 White Domet Flannel, 27 inch-per yd 5C White Domet Flamel, 36 inch, 15c value—yd 9c White Domet Flannel, 36 inch, extra heavy, 25q value, per yd ,...... 19c

Carnival Values in Towels Turkish Towels, small size, 7c value at 5c Turkish Towels, large, size, 15c value—at 11c Turkish Towels, largest size, extra heavy, Union Huck Towels, size 20x36 inches, 25c value

Carnival Values in Table Linens Full bleached Mercerized Damask, 58 inch, 39c value—per yd Full bleached Mercerized Satin Damask, 72 inch, 35c 50c value—per yd Bleached Satin Damask, 72 inch, extra quality, 45c 75c value—per yd All pure Linen Imported Satin Damask, 72 inch. \$1.00 \$1.50 value—per yd

Carnival Special in Sheets

Special-Single Sheets, size 54x90, 50c value-at Special Seamed Sheets, size 72x90, 50c value-at Special—Scamless Sheets, size \$1x90, 75c value—at Special-Seamless Sheets, size 81x90, \$1 value-at 75c Main Floor, Rear.

embroidery flounces, and insertion to match:—
\$3.00 regularly—Carnival price
DRAWERS—Muslin or nainsook, with lace or embreidery ruf- fles; straight circular or Helene style— \$1.25 regularly—Carnival price95c
\$1.00 regularly—Carnival price 67c
50c regularly + Carnival price
29c and 25c regularly—Carnival price 22c
One lot of Women's Drawers, with hemstitched tucks 121/2c and ruffles, slightly mussed—Carnival price
CORSET COVERS—of Batiste and nainsook, trimmed back and front with Swiss embroidery and lace medallions:— \$1.25 and \$1.00 regularly—Carnival price 950
\$1.00 and 75c regularly—Carnival price 67c
50c regularly—Carnival price
CHILDREN'S DRESSES of white lawn, lace and embroidery trimmed; ages 2 to 6 years— \$2.50 and \$2 regularly—Carnival price \$1.87
\$1.25 and \$1 regularly—Carnival price 87c
50c regularly—Carnival price
BABIES DRESSES—plain with beading at neck and sleeves, or with lace and embroidery yokes and flounces:— \$2.00 regularly—Carnival price
\$1.50 regularly—Carnival price \$1.39
\$1.00 regularly—Carnival price 87c
50c regularly—Carnival price 44c
CHILDREN'S PETTICOATS—with waists, embroidery ruffles and lace insertions— 75c and 50c values—Carnival price
CHILDREN'S DRAWERS—good quality muslin, embroidery trimmed; 2 to 12 years—Carnival price Muslin Underwear—Second Floor.

\$3.00 regularly—Carnival price \$2.69

\$2 and \$2.25 regularly-Carnival price \$1.87

\$1.25 regularly—Carnival price 95c

\$1.00 regularly-Carnival price 67c

PETTICOATS of soft muslin and nainsook, with lace or

Women's Gloves **Economy Trade Carnival**

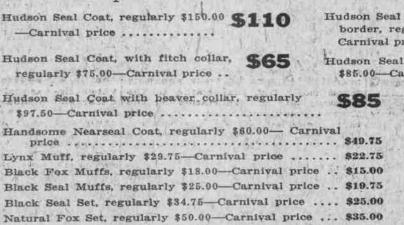
Fine Pique Gloves, one-clasp, self and contrasting stitching; tan and black, regularly \$1.25— 's Working Gaunties, tal. larly 50c pair—Carnival price Gloves, Main Floor.

Carnival Attractions in Hosiery and Underwear

	3	
Ý	Women's pure silk Stockings, extra high spliced heel, double sole and toe; white only; regularly \$1.00 55C pair—Carnival price	
	Women's Boot Silk Stockings, in pearl, bronze, navy, mouse and white; reg. 50c pair—Carnival price 39c	
	Men's heavy Silk Half Hose, black, white and grey, regularly 25c pair—Carnival price	
	Women's wool Vests and Pants, vests with high, low or Dutch neck, long or elbow sleeves; pants knee length; regularly \$1.00—Carnival price	
	Women's medium weight Swiss ribbed Union Sults, all 65c sizes; regularly \$1.00—Carnival price	
	women's sllk and cotton mixed vests, odd sizes; values to \$1.00—Carnival price	
	HOSIEFV and Underwear, Main #100r.	

CHOICE FURS in the Economy Trade Carnival

Quality is emphasized in all of our Furs-whether you buy the most luxurious coat in stock, or select some of the choice but inexpensive pieces. Added to quality now is the keynote of economy-with results that cannot fail to please all. Note these reductions—and come and see the furs.



Hudson Seal Coat with skunk collar, cuffs and border, regularly \$125.00-Carnival price Hudson Seal Coat, plain, regularly \$85.00-Carnival price

Hudson Seal Coat, with Fitch collar, regularly \$100-Carnival price Raccoon Muffs, regularly \$20.00-Carnival price ... \$15.00 Skunk Muffs, regularly \$29.75—Carnival price \$22.75 Black Fox Scarfs, round or flat, regularly \$15.00-Carnival price

Fur Department, Second Floor.

Let the Men and Boys Revel in Those Demarkable Clothing Offerings

These kemarkable clothing of	termys
Young Men's \$10 All Wool Grey Overcoats reduced to	\$6.00
Boys' \$4.00 Mackinaw Coats, red and brown mixtures	\$2.75
Boys' \$4 Two-Pant Suits, Norfolk style, 6 to 17 yrs.	\$2.75
Boys' \$10 finest Chinchilla Overcoats, newest styles; blue, grey, brown, ages 6 to 18—reduced to	\$7.50
Boys' \$8 Grey and Brown Balmaroon Overcoats,	\$5.50
Boys' Grey and Blue Chinchilla Overcoats,	\$2.95
Boys' Mackinaw Outfits, coat, hat, leggings	\$4.65
Boys' Velvet Suits, blue and brown, 6 to 8 years	\$2.95
Boys' Brown Corduroy Sults, ages 6 to 8	\$2.50
Men's \$12.50 Balmaroon Overcoats	\$9,85
Men's Suits, black and grey	\$6.00
Only a partial list of Men's Clothing Values	printed
today—come and see the others.	
Bell Blouses, new fancy mixtures	39c
Boys' Bloomer and Knicker Pants	··· 39c
Boys' Hats and Winter Caps	- 45c
Men's and Boys' Clothing, Ma	in Floor,

Tempting Carnival Prices On Art Goods and Notions

Stamped Turkish Guest Towels, 13x24 inches, several neat patterns,—at	15c	
German Knitting Yarn, grey, mixtures, navy and black; quarter pound skeins, value 50c—at	35c	
Stamped Dressing Sacques, stamped on white, pink or blue lawn, in new patterns; 35c value—at	25c	
Featherstitch Braid, extra quality, in many different pat-	10c	
Tortoise Brand Shell Hair Pins, plain and crimped, all		
Warren's Gros Grain Featherbone, black or white, \$1.20 value—per box	79c	
Main Floor,	Rear,	

Economy Trade Carnival Items with special emphasis on Low Price.

Dioxogen, large size, regularly 59c-at50c
Glyco-Thymoline, large size, regularly 45c-at39c
Danderine, large size, regularly 79c—at69c
Listerine, large size, regularly 67c—at
All silk Ribbons, plain or moire taffeta, all colors, Dres- 15c dens and plaids; 5% inch wide—per yd
Women's Hemstitched Handkerchiefs, slightly mussed, 15c
Pearl Buttons, pure white, two hole and fisheye, per 3c
Veilings, in several different meshes, plain and dotted, 10c
Laces and Insertions, consisting of French Vals. and torchons in narrow and wide widths—per yd
Jewelry Specials, including brooches, bar pins, beauty pins, bracelets, hat pins, plain or stone settings—10c
Wannamat Trada Carnival price
Black Leather Hand Bags, strap handles, fitted with 59c mirror and coin purse

Carnival Economies in Men's Shirts

A Great Offering of Shirts worth up to \$1.50 at 68c

Some of these are our own well-selected stocks-others have been bought especially for this big event. The lines comprise percales, madras and satine Sirts, with stiff laundered and soft double cuffs, in a large variety of colorings and patterns. All sizes represented and wide assortments of each. These shirts sell regularly from \$1.00 to \$1.50—take your choice in the Economy 630 Trade Carnival at

35c Neckwear---at 17c, or 3 for 50c

A magnificent showing of silk four-in-hand Ties, in large square flowing end shapes, and an endless assortment of colorings and designs. Regular 35c Ties—in the 17c Economy Trade Carnival at Three for 50c

Men's \$2 and \$3 Sweaters at \$1.39

Fine warm wool Sweaters, with large shawl collars, or in V-

Men's \$1.00 Underwear at 59c

Heavy natural wool Shirts and Drawers, in the right weight for winter wear, Regularly \$1.00-Carnival price Men's Store, Main Floor.

Extra Special!

A Carnival Purchase of Women's Fine Neckwear, worth regularly 50c and 75c,

At 25c

Handsome Neckwear-collars of silk, lawn and mull. trimmed with lace and embroidery; also Fischus of net and lace, and Vestees.

. The whole lot of 500 pieces comes to us from a leading neckwear maker at a surprisingly small figure. You'll be surprised also, when you see the values offered in this lot in the Economy Trade Carnival at

25c each